



WJLA-TV WASHINGTON, DC

WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

Grassroots Media LLC  
146 Montgomery Avenue Suite 201  
BALA CYNWYD, PA 19004

## Contract # 4937980

**Schedule Dates** 08/05/21-08/11/21  
**Advertiser** Terry McAuliffe for Governor of Virginia-D (14151)  
**Agency** Grassroots Media LLC (19605)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** EST. 600 - McAuliffe Week #13 (1596919)  
**Salesperson** HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)  
**Sales Office** WJLA/GJLA/EJLA  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 40/41/600  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** Separation: 30

**Date Entered** 08/04/21  
**Last Modified** 08/04/21  
**Entered By** Alexa Schram  
**CO-OP** No  
**External #** 10866736  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$9,990.00  
**Net Total** \$56,610.00  
**Sales Tax**

## Washington (WJLA)

By Broadcast Month	Spots	Rate
Aug. 2021	68	\$66,600.00
<b>Grand Total:</b>	<b>68</b>	<b>\$66,600.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/05/21-08/11/21	2	:30	5A- News-7News ON YOUR SIDE at 5AM		1	1	1	1	1			5	\$250.00	\$1,250.00	Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 5AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/4/21
2.0	Normal Line / SPOT	08/09/21-08/11/21	2	:30	11:35P- ABC-Jimmy Kimmel		1	1	1					3	\$550.00	\$1,650.00	Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/4/21
3.0	Normal Line / Prime Premium	08/09/21-08/09/21	2	:30	7:57:56P- ABC-The Bachelorette (Monday)		1							1	\$4,500.00	\$4,500.00	Washington (WJLA)	Daypart PT BACHELORETTE(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/4/21
4.0	Normal Line / Prime	08/11/21-08/11/21	2	:30	10P- ABC-Superstar (Wednesday)				1					1	\$2,500.00	\$2,500.00	Washington (WJLA)	Daypart PT CARD SHARKS(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/4/21

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5.0	Normal Line / SPOT	08/07/21-08/07/21	2	:30	6P- News-ABC 7 News at 6p Wknd							1		1	\$400.00	\$400.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 6(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/4/21
6.0	Normal Line / SPOT	08/08/21-08/08/21	2	:30	7:58:40A- ABC-Good Morning America Sunday								1	1	\$400.00	\$400.00	Washington (WJLA)	Daypart WK GMA-SUN(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/4/21
7.0	Normal Line / SPOT	08/08/21-08/08/21	2	:30	6:30P- News-7News ON YOUR SIDE Weekend at 630PM								1	1	\$400.00	\$400.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 6:30(Agency) -LPMay/2021LS adj. LPJul/2020LS (pa	8/4/21
8.0	Normal Line / SPOT	08/05/21-08/11/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM		2	2	2	2	2			10	\$500.00	\$5,000.00	Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 6AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/4/21

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9.0	Normal Line / SPOT	08/05/21-08/11/21	2	:30	6:58A- ABC-Good Morning America		2	2	2	2	2			10	\$900.00	\$9,000.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/4/21
10.0	Normal Line / SPOT	08/05/21-08/11/21	2	:30	10:58:25A- ABC-The View		1	1	1	1	1			5	\$600.00	\$3,000.00	Washington (WJLA)	Daypart DT THE VIEW(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/4/21
11.0	Normal Line / SPOT	08/05/21-08/11/21	2	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM		2	2	2	2	2			10	\$700.00	\$7,000.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 5(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/4/21
12.0	Normal Line / SPOT	08/05/21-08/11/21	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM		1	1	1	1	1			5	\$1,000.00	\$5,000.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 6(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/4/21
13.0	Normal Line / Access	08/05/21-08/11/21	2	:30	6:58:46P- Wheel Of Fortune		1	1	1	1	1			5	\$1,800.00	\$9,000.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/4/21

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14.0	Normal Line / Access	08/05/21-08/11/21	2	:30	7:29:26P- Jeopardy		1	1	1	1	1			5	\$2,800.00	\$14,000.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/4/21
15.0	Normal Line / SPOT	08/05/21-08/11/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM		1	1	1	1	1			5	\$700.00	\$3,500.00	Washington (WJLA)	Daypart LN 7NEWS ON YOUR SIDE AT 11(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/4/21

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